



Analysis of profiling variables revealed that the following segments were likely to give *higher* utility ratings to the publications:

- organizations involved in distribution and wholesale
- businesses with revenues of under \$500,000 or between \$1 million and \$5 million;
- businesses which derive less than half their revenues from exporting; and
- organizations with fewer than 100 employees.

On the other hand, the following segments were *less likely to rate overall utility highly*:

- businesses involved in secondary processing;
- companies with more than \$10 million in annual revenues; and
- organizations with more than 100 employees.

These findings also confirm those of previous qualitative research conducted by the Department, which shows that large organizations tend to utilize internal resources to obtain information and, for the most part, are established in export markets.